

The Invisible Author: Art and Agency in the Age of AI

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Article Info

Received: 30 Nov 2025,

Received in revised form: 28 Dec 2025,

Accepted: 03 Jan 2026,

Available online: 07 Jan 2026

Keywords— AI, Anonymity, Authorship, ChatGPT, Identity, Human Creativity

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Abstract

Artificial intelligence (AI) is defined as the intelligence exhibited by machines or software, in contrast to the natural intelligence displayed by human beings. While the positive features of AI include developing new drugs, optimising renewable energy generation, reporting sexual harassment, helping people with disabilities, etc, it also comes with colossal menace to the very essence of human existence. The uncontrolled and convoluted development of artificial intelligence in the current era raises several ethical questions. One of the primary areas where AI has had a significant impact is on human creativity, particularly in the fields of writing and literature. Generative and creative AI subverts the very idea of human essence, individuality, and authenticity. Large language model (LLM) chatbots like ChatGPT, Copilot, Bard, and LLaMA and art systems like DALL-E, Midjourney, and Stable Diffusion, as well as have infiltrated human creativity and artistic domains. AI thrives on anonymity; it is being used either as users or creators. Concerns have been expressed in the AI era regarding the nature of human creativity in comparison to AI-produced products. Understanding the interplay between AI and human creativity is necessary to explore the possibilities and limitations of both. The paper focuses on the relationship between human creativity and AI in the contemporary age, particularly in the context of identity and individuality. The research paper also tries to understand how human creativity endures, changes, or adapts in the face of artificial intelligence, while simultaneously recognising the complexity of identity and anonymity in modern digital settings.

I. INTRODUCTION

"Can machines think?" asks Alan Mathison Turing in his essay "Computing Machinery and Intelligence" (1950), and goes on to discuss how to create intelligent computers and how to measure their intelligence. In contrast to the innate intelligence displayed by humans, artificial intelligence (AI) is the intelligence

represented by machines or software. He coined the term "machine intelligence" in the 1950s to describe the advancements made in the subject. In many ways, Turing is considered the father of theoretical computer science and artificial intelligence. In the paper written by Alan Turing, the test termed the "Imitation Game" was proposed as a straightforward experiment that may demonstrate the cognitive abilities of

machines. With its assumption that a computer that can be mistaken for an intelligent human has demonstrated that machines are capable of thought, the Turing test adopts a straightforward and practical methodology. Since it goes straight to the point, rather than focusing on a specific issue, this long-term, challenging topic helped establish the area of artificial intelligence. Research can go in many different directions toward achieving this aim. Alan Turing and the proposed test offered a powerful and practical vision for the subject of artificial intelligence, as evidenced by the fact that it is still being discussed and that researchers are working to create software that can pass it. Given its continued relevance, it is likely to remain a goal for many years to come and an essential benchmark for monitoring the overall development of the AI field.

Today, AI's presence is ubiquitous. There are more and more ways that artificial intelligence is being incorporated into our everyday lives. Artificial intelligence (AI) is used in everything from businesses to streaming platforms, where it optimises supply chains. With continued advancements extending AI's influence and reach into ever-more-diverse industries, the potential applications appear endless. The positive features of AI include developing new drugs, optimising renewable energy generation, reporting sexual harassment, helping people with disabilities, etc. On the other hand, AI presents numerous risks to society, such as implicit prejudices, invasions of privacy, and transgressions against humanity due to the generation of inaccurate data. There are various ethical concerns raised by the contemporary era's unchecked and complicated development of artificial intelligence. In a 2014 interview with the BBC,

Stephen Hawking famously opined, "The development of full artificial intelligence could spell the end of the human race."

II. ANONYMITY AS PRESENCE AND ITS CONTRASTING INFLUENCE

The concept of "anonymity as presence" holds that individuals or entities can have a meaningful influence or presence in virtual spaces even if they choose to remain anonymous.

Discussions concerning identification, privacy, and online interactions usually touch on this topic. This area has many further features such as data anonymity, digital interactions, systems driven by AI, content creation and consumption. Data Anonymity is believed to be an essential characteristic of this absent presence. Although datasets may anonymise human identities, data from individuals is still valuable for AI system training and operation. Data anonymity is crucial for safeguarding privacy in AI and machine learning.

Participants in online forums, social media platforms, or virtual communities have the option to remain anonymous while actively participating in discussions, sharing content, and influencing opinions. AI algorithms can analyse patterns and behaviours without having to identify specific individuals. Recommendation systems, for instance, employ user preferences and historical interactions to make recommendations to users even in the absence of user identification. In the digital content environment, creators and consumers can engage in anonymous interactions. Producers of material can communicate with audiences without divulging private information, and viewers can engage with content without knowing the identities of the creators.

Numerous research has looked into how participation and behaviour in online communities are affected by anonymity. According to the research, rude conversations don't always result from anonymity. The length of the text is one of the other characteristics that may have a bigger impact on involvement. Anonymity can also highlight other elements, such as appreciation of social identity, that influence involvement. Both the amount and quality of involvement on social news sites have been proven to be impacted by anonymity; anonymous comments are frequently of lesser quality. The subjective nature and duration of responses on Q&A websites can also be impacted by anonymity. Interactions between users also frequently have a geographical component. Closely related is the idea of virtual masking. Because of the demand for privacy and the growth of online communities, virtual masking has become more and more common in recent years. For people who wish to voice their

thoughts or provide sensitive information without worrying about criticism or negative consequences, virtual masking can offer a sense of privacy and anonymity. Additionally, virtual masking can shield people from online harassment and bullying. Negative outcomes are another possible outcome of virtual masking. Lack of accountability brought on by anonymity may give rise to improper actions like trolling or disseminating misleading information. Online communities may become less trustworthy as a result of virtual masking, since people may start to doubt the veracity of the knowledge or viewpoints being expressed. One way to think of virtual masking is as an identity-formation and self-expression tool. Users can build an identity that differs from their real-life selves or explore other facets of their personalities by donning virtual masks. People who wear virtual masks may feel more connected to others who have similar interests or values, which can further foster a feeling of community.

III. THE CURIOUS CASE OF GENERATIVE AI

Artificial intelligence (AI) has enormous potential, as we know. Generative Technology is introduced with the assumption that it enhances the potential of human beings in the area of creativity. Generative AI is a subset of AI that can produce fresh and unique information. By using generative AI, educators, students, and creative people can look into knowledge aspects that were previously unreachable or challenging, which will accelerate the learning curve and put them at ease in new environments. Artificial intelligence (AI) has had a notable impact on human creativity, particularly in the fields of writing and literature. Art systems like DALL-E, Midjourney, and Stable Diffusion, as well as large language model (LLM) chatbots like ChatGPT, Co-pilot, Bard, and LLaMA, have permeated human creativity and artistic domains. Let us look at the pros of generative AI; it includes creativity, efficiency, personalisation, automation, etc are considered the major accomplishments of these platforms. Generative AI can create 'original' and 'imaginative' text, photos, music, and even films. There are many uses for this creativity, such as narrative, painting, and content production. When massive

volumes of data need to be generated or analysed, like in language translation or text summarisation, these models' ability to produce tremendous amounts of content rapidly can be especially helpful. Another feature is personalisation. i.e. Generative AI can be configured to meet particular needs or tastes, enabling conversational interactions, content creation, and personalised suggestions. In some domains, like customer support or content production, generative AI can automate monotonous work, freeing up human resources for more intricate or imaginative projects. On the other hand, people are equally concerned about this technology for various reasons. In an article titled *Generative AI and ChatGPT: Applications, challenges, and AI-human collaboration*, Fiona Fui-Hoon Nah et al. explain on the bright side of it:-

Generative AI models largely increase generation efficiency by automating the creation process, which is analogous to the industrial revolution of steam power, internal combustion engines, and electricity in improving the efficiency of the production of goods. Certain trends can be implicated by drawing a parallel between the advancements in content generation automation and the Industrial Revolution. First, there is an increasing requirement for employees to collaborate with and embrace the use of generative AI to achieve higher productivity. The need for human producers of content may decrease and those who are not competent to collaborate with AI may become unemployed or even unemployable. Second, innovative business models may emerge from the revolution of content generation. (3-4)

One major difficulty that still exists is ensuring the ethical and impartial usage of generative AI. Biased or unfair results may result from generative AI unintentionally amplifying or maintaining biases found in the training set. The

quality, correctness, and coherence of generated content can differ greatly. To guarantee that generated content satisfies desired criteria, human monitoring and quality control procedures are frequently required. Spam, deepfakes, and fake news are examples of malevolent or misleading information that can be produced using generative AI. This brings up issues with false information, invasions of privacy, and other security risks. Large-scale generative models demand a lot of computing resources to train and execute, including expensive hardware and a lot of energy. Cost, scalability, and environmental sustainability issues may arise from this. Questions about data privacy, liability for created material, and intellectual property rights are among the legal and regulatory issues that arise with the usage of generative AI. To properly address these issues, precise rules and regulations are required. Apart from these general consequences, generative AI is aimed at transforming the field of literature in the coming years. Recently awarded Japan's prestigious Akutagawa Prize winner Rie Kudan has confessed that her 2024 novel, *The Tokyo Tower of Sympathy*, contains words generated by artificial intelligence. Kudan said she "made active use of generative AI like ChatGPT in writing this book" after receiving the prize; roughly 5% of the book is made up of sentences that were generated by the program. Discussions over authorship and the place of generative AI in the arts have been sparked by this revelation. Another well-established non-fiction writer, Kester Brewin wrote in his Guardian article that all creative works should carry an AI transparency statement, "Until we have a mechanism to test for artificial intelligence, writers need a tool to maintain trust in their work. So I decided to be completely open with my readers. The truth is, it is becoming harder and harder to resist help from AI. My word processor now offers to have a go at the next paragraph or tidy up the one I've just written". (2) In these

contexts, what would be the future of ideas such as authorship, subjectivity, identity, and even human consciousness in the thriving of these large language models? This scenario indicates the urgency of people revealing the platforms they are using while making creative content and the need to be open and clear about it.

The usage of generative AI models runs the risk of completely upending the content creation, with far-reaching effects on marketing, software, design, entertainment, and human interactions. These models readily generate text and visual content, such as blog entries, computer code, poetry, and artwork. Instant advantages are provided by consumer apps like Google's Bard and ChatGPT. Nevertheless, human users may suffer negative effects from these potent gadgets. The capacity of generative AI to finish laborious tasks is its most obvious advantage. In addition to creating and debugging computer programs, generative AI can also translate text into other languages and make business pitches. These are but a handful of the new technology's instant advantages. The social fabric, talent, and discipline of humans may be weakened by generative AI. The potential for this new technology to impede human flourishing exists. Atrophy is more likely the more dependent humanity is on this technology. In the absence of any counterweights, generative AI will erode human creativity in music, poetry, literature, and computer code. The greatest fear is that human hermeneutical abilities, like interpreting literature or making legal decisions, will be compromised by the invasion of this technology. The ability of humans to produce, understand, and reason for themselves may decline as their dependency on these technologies grows.

IV. CASE STUDY

Let us compare and contrast human and machine involvement in creativity by looking at the following example.

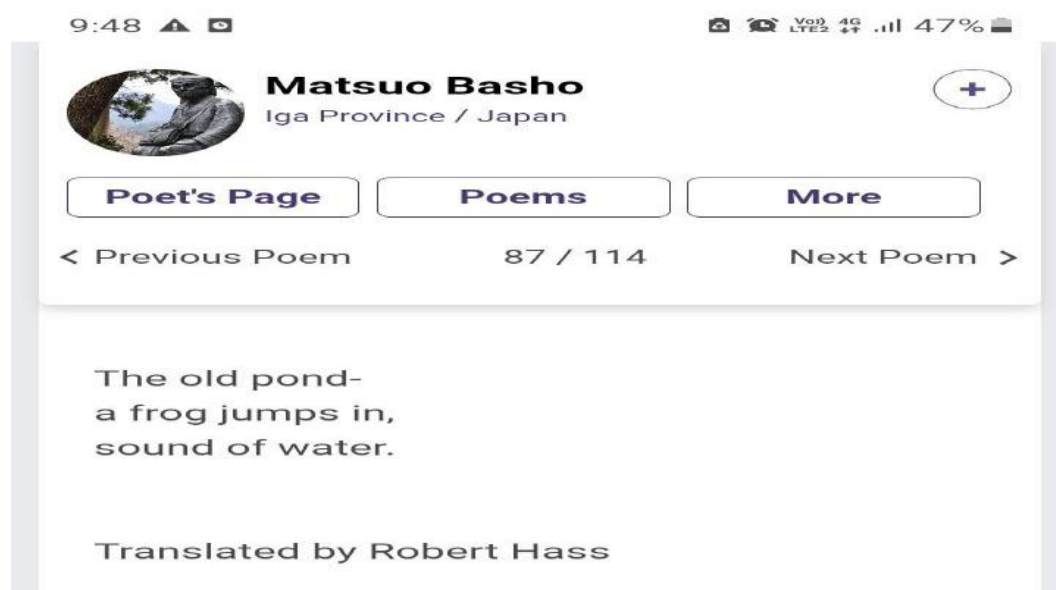


Fig.1-Translation of the poem 'Old Pond' by Matsuo Basho

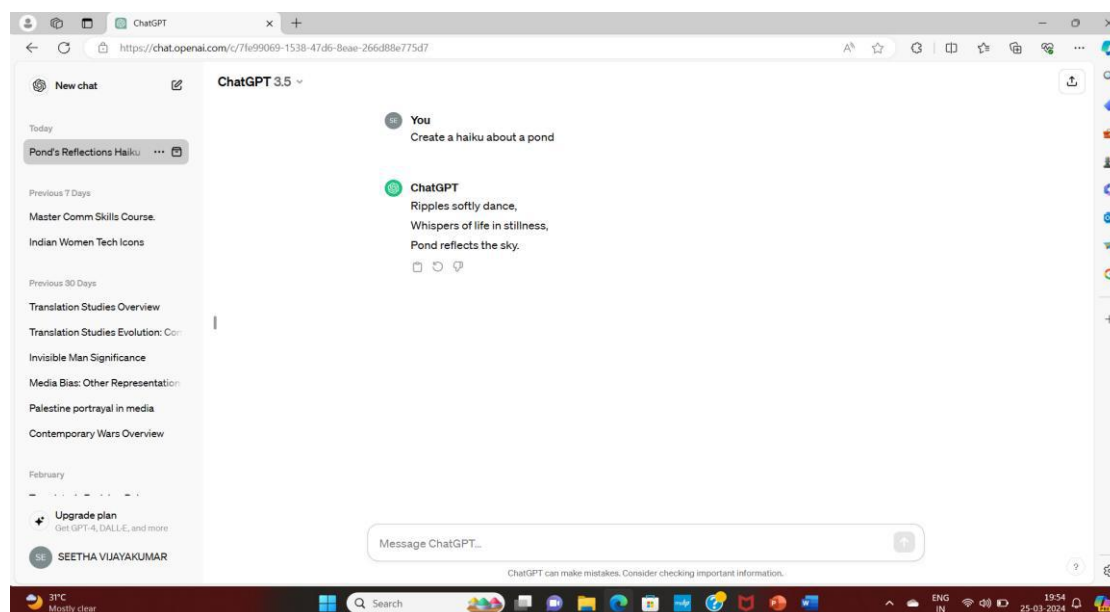


Fig.2-Haiku on the theme 'Pond' generated by Chat GPT

Fig. 1 is a haiku titled 'The Old Pond' written by the famous 19th-century Japanese writer Matsuo Basho, and Fig. 2 is a ChatGPT-generated haiku on the theme 'pond'. Nobody would notice a difference in how the concept is expressed in both poems if they were unaware of the changes. This is precisely the anxiety we have about AI invading our lives and destroying the writer's identity, viewpoint, and individuality. The often-made claim is that although AI can facilitate and assist with writing, given the rapid rate at which the LLM area is evolving, it cannot

be stopped or controlled. Many believe that ChatGPT is going to be treated as a co-author in the near future, especially when it comes to academic publishing. The greatest risk associated with generative AI is that it is unable to distinguish false information, which could result in erroneously associating correlation with causation based on erroneous or incomplete data or insufficient contextual awareness needed to recognise delicate connections across data sets. There's also a good probability that some of the responses generated by ChatGPT will be

distorted if the dataset has biases. These prejudices are negative and have the potential to worsen the environment by amplifying discrimination against particular groups of people.

V. CONCLUSION

In conclusion, generative AI offers several creative and automation-related options, but it also raises important ethical, quality control, security, resource-use, and legal compliance issues. The tremendous advantages of generative AI must be weighed against any potential risks through ongoing research and development. It's critical to take ethical considerations into account and make sure that human values are upheld as AI gets more integrated into creative processes. In order to direct AI systems and make sure they adhere to social norms and values, human oversight is essential. In the end, new possibilities for creativity and expression may arise from the fusion of human ingenuity and AI skills. In the future, accepting AI as a creative partner rather than seeing it as a competitor may lead to exciting potential in the realm of creativity. The idea of the 'invisible author' captures a central tension of art in the age of AI: when creative works are generated by algorithms, authorship becomes dispersed, obscured, and shared between human intention and machine process. AI challenges the traditional view of the artist as a singular, conscious creator by introducing systems that learn from vast cultural archives and produce works without personal experience, emotion, or self-awareness. In an era where AI-generated images, music, and texts circulate widely, the concept is highly relevant because it forces society to rethink creativity not as an individual act alone, but as a networked process involving programmers, datasets, users, and machines. The "invisible author" thus becomes a symbol of how artistic authority is shifting, revealing both the possibilities of expanded creativity and the risks of erasing human labour, context, and accountability in the digital age.

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